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1. A method, comprising the steps of:  
establishing a resource lease with each of at least one content  
5 provider, each content provider storing content within said leased resource;  
fulfilling subscriber requests for available content;  
generating usage statistics;  
providing said usage statistics to said at least one content provider;  
and  
10 adjusting the content stored in said leased resource according to said  
at least one content provider.
2. The method of claim 1, further comprising the steps of:  
generating service-centric data; and  
15 adapting service operation according to said usage statistics and said  
service-centric data.
3. The method of claim 1, further comprising the steps of:  
generating content-centric data; and  
20 providing said content-centric data to said at least one content  
provider.
4. The method of claim 1, further comprising the step of:  
remitting compensation to said at least one content provider in  
25 response to said usage statistics.
5. The method of claim 4, wherein said remitted compensation is offset  
by the value of said lease.
6. The method of claim 1, wherein said leased resource is adapted in  
30 response to said usage statistics.
7. The method of claim 6, wherein said leased resource comprises a  
memory resource that is increased or decreased in response to said usage  
35 statistics.

8. A method, comprising the steps of:  
assigning to each of a plurality of content providers, content  
management responsibilities for respective service provider resources;  
5 fulfilling subscriber requests for available content;  
generating usage statistics and providing said usage statistics to said  
at least one content provider; and  
adjusting, in response to information provided by said content  
providers, content stored within said respective service provider resources.
- 10 9. The method of claim 8, further comprising the steps of:  
generating service-centric data; and  
adapting service operating according to said usage statistics and said  
service-centric data.
- 15 10. The method of claim 8, further comprising the steps of:  
generating content-centric data; and  
providing said content-centric data to said at least one content  
provider.
- 20 11. The method of claim 8, further comprising the step of:  
remitting compensation to said at least one content provider in  
response to said usage statistics.
- 25 12. The method of claim 10, wherein said remitted compensation is offset  
by the value of said lease.
13. Apparatus, comprising:  
a controller, for distributing video assets; and  
30 a server complex comprising a plurality of partitions, each of said  
partitions storing video assets provided by a respective content suppliers;  
said content suppliers adapting content, including video assets, stored  
in said respective partitions in response to usage data provided by said  
controller

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17. The apparatus of claim 13, wherein said server complex partitions are auctioned to said content suppliers.

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20. In an interactive information distribution system wherein information provider equipment transmits video assets to subscribers via a distribution network, information provider apparatus comprising:

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21. The apparatus of claim 20, further comprising:

a content uplink, for receiving content streams from each of said plurality of content suppliers and responsively providing said content streams to said server complex.

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